

**AGENDA**  
**VILLAGE OF HINSDALE**  
**Meeting of the**  
**ECONOMIC DEVELOPMENT COMMISSION (EDC)**  
**Tuesday, September 27, 2016, at 7:00 P.M.**  
**MEMORIAL HALL – MEMORIAL BUILDING**  
*(Tentative and Subject to Change)*

1. Call to Order
2. Approval of Minutes for the Meeting of July 26, 2016
3. Review of Sales and Food-and-Beverage Tax Revenue
4. FY 16/17 Marketing & Capital Projects Update
  - a) Budget
  - b) Holiday Lighting
  - c) Light Pole Banners and Burlington Park Posters
5. Other Business
  - a) New Business Discussion
  - b) CBD Holiday Window Decorating
  - c) 2016 Chamber of Commerce Events
  - d) KLM Marketing Plan
6. Adjournment

Items listed on the agenda will be discussed and considered by the Commission. The Commission welcomes public comment on the agenda items during discussion. Items recommended for approval may then be referred to the Village Board of Trustees for further consideration at their next meeting.

The Village of Hinsdale is subject to the requirements of the Americans with Disabilities Act of 1990. Individuals with disabilities who plan to attend this meeting and who require certain accommodations in order to allow them to observe and/or participate in this meeting, or who have questions regarding the accessibility of the meeting or the facilities, are requested to contact Darrell Langlois, ADA Coordinator, at (630) 789-7014 or by TDD at (630) 789-7022 promptly to allow the Village of Hinsdale to make reasonable accommodations for those persons.

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**VILLAGE OF HINSDALE**  
**ECONOMIC DEVELOPMENT COMMISSION (EDC)**  
**Minutes of the EDC Meeting on**  
**Tuesday, July 26, 2016**

**Members Present:** Craig Chapello, Annette Brinkmeier, Jill Sunderson, Mike Goebel and Cathleen Stoelting

**Members Missing:** Chair John Karstrand and Chris Schramko

**Staff Present:** Emily Wagner, Administration Manager  
Anna Devries, Economic Development Coordinator

**Others Present:** Dan Grisko, Direct Advantage

**Call to Order** (Agenda Item 1)

At 7:00 p.m., Craig Chapello called to order the meeting of the Economic Development Commission (EDC) of Tuesday, July 26, 2016.

**Approval of Minutes** (Agenda Item 2)

Jill Sunderson made a motion to approve the minutes of the meeting of the EDC from May 24, 2016. Mike Goebel seconded, and the motion was approved unanimously.

**Review of Sales and Food-and-Beverage Tax Revenue** (Agenda Item 3)

Anna Devries provided an overview of the previous month's sales and food/beverage tax revenue. In the receipt month of May/collection month April, the Village received \$31,165 in food and beverage tax in this fiscal year compared to \$29,397 at the same time in the previous fiscal year. In the receipt month of June/collection month May, the Village received \$46,370 in food and beverage tax in this fiscal year compared to \$32,206 at the same time in the previous fiscal year.

In the receipt month of June/liability month of March, the Village received \$257,204 in sales tax in this fiscal year compared to \$238,570 at the same time in the previous fiscal year. In the receipt month of July/liability month of April, the Village received \$232,350 in sales tax in this fiscal year compared to \$259,120 at the same time in the previous fiscal year.

A decline in April's sales tax was briefly discussed. Anna Devries said the food and beverage revenue collected in the receipt month may include revenue from prior months. Anna Devries also added that moving forward staff will provide the Commission with the prior receipt month numbers for the food and beverage tax and not include the current month's food and beverage numbers. The reason for this change is the current month has not concluded and the Village may still be receiving food and beverage tax for the current month.

#### **FY 16/17 Marketing & Capital Projects Update** (Agenda Item 4)

Currently the Village is working with Revize to migrate the Distinctly Hinsdale website over to the Village of Hinsdale website. Once the website content migration is complete, digital ads will begin to direct customers to the new website. Dan Grisko shared print advertisements that are currently in circulation. All print ads highlight shopping local in Hinsdale. Dan Grisko shared that his team is beginning to work on shop local marketing for the upcoming holiday season.

##### **a) Budget**

Dan Grisko also reviewed the marketing budget with estimated expenses for FY 16/17. Village staff shared the estimated \$3,000 website migration was reduced to \$1,500 after finding there was fewer documents and website pages to migrate over than what was originally estimated.

##### **b) Holiday Lighting**

The Commission discussed the dollar amount budgeted for the 2016 holiday lighting. Emily Wagner shared the costs were reflective of labor costs for overnight installation of the lights, broken or damaged lighting that needs replacing as well as the increase of lighting for Burlington Park. (Please note the FY 16/17 capital budget includes the upgrade of electrical power at Burlington Park). The Commission would like to review future holiday lighting expenses after the current holiday season is over. The Commission unanimously approved the holiday lighting budget as it was originally proposed for \$31,000.

Emily Wagner discussed FY 16/17 capital projects. Emily Wagner shared that Village Staff has met with the Hospital to discuss the location of the welcome sign off of Ogden, between the AMITA Health sign and the forest preserve sign. Village Staff is working with a local architect to create an artist rendering of the welcome sign. Emily Wagner shared the Village has received one bid for the CBD hardscape replacement project. Village staff is currently working on next steps for the project. Wagner shared the Burlington Park electrical upgrade will begin upon the conclusion of the Uniquely Thursdays concert series.

#### **Discussion Items** (Agenda Item 5)

##### **a) New Business Discussion**

At the May 24 EDC meeting the Commission had asked to discuss as a group potential businesses they would like to see in Hinsdale. The Commission decided they would like to have a new business discussion at every other EDC meeting. Village staff encouraged the Commission to share their ideas with the Village at any time. Anna Devries shared that the Village staff would be happy to contact the potential business to set-up a meeting and plan a visit to share information about the Village of Hinsdale. Emily Wagner shared currently the Village staff is working with local brokers to learn about the spaces they are representing and to give suggestions on businesses that may be interested in the location. Anna Devries

shared the Village is also working with Direct Advantage to create a "How To Do Business Guide In Hinsdale". This guide will include all the tools and information a potential business would need to know when opening a business a Hinsdale. Village staff will use this guide as a marketing tool to attract potential businesses.

#### **Other Business (Agenda Item 6)**

##### **a) Shop Local Light Pole Banners**

Village staff shared an old light pole banner that the Commission had previously used as a shop local marketing effort. The Commission discussed using some of the money that was saved from the website migration to design and print new light pole banners as well as posters for Burlington Park to reflect the current shop local marketing. Staff will obtain estimates for both and provide the cost at the August EDC meeting.

##### **b) Hinsdale Shopper Parking Map**

The Village updated the current shopper parking map with the updated free parking on Saturdays in lot C. Anna Devries shared the Village is working with Direct Advantage to produce one all-inclusive map for both permit parking and shopper parking. The new map will simplify any parking questions for residents, visitors and permit parkers. Once completed, the new all-inclusive map will be available on the Village website, at the Village Hall and Village staff will be delivering them to the CBD businesses along with available parking options for merchants. Businesses will be encouraged to print the map off of the Village website to share with customers and their employees.

##### **c) 2016 Chamber of Commerce Events**

Village staff encouraged the Commission to attend the Chamber of Commerce 2016 events. Emily Wagner shared the Chamber is adding a Uniquely Thursday concert on Wednesday, August 17, to make up for a cancelled concert earlier in the season

#### **Adjournment** (Agenda Item 7)

Jill Sunderson made a motion to adjourn the meeting and Cathleen Stoelting seconded. The motion was approved unanimously. The July 26, 2016, meeting of the EDC was declared adjourned at 8:01 p.m.

Respectfully submitted,

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Anna L. Devries

VILLAGE OF HINSDALE - SALES TAX REPORT

Sales Tax Total, with Use Tax from LGDF

510-5253

Receipt Month	Liability Month	2016	2017	Dollar Change	Percent Change	2016 YTD	2017 YTD	Per 2017 Approved Budget	Budget vs Actual	YTD Change	YTD % Change	Budget vs Actual %	Budget vs Actual - YTD	Budget vs Actual - YTD %
May	February	253,912	237,319	(16,593)	-6.5%	253,912	237,319	267,750	(30,431)	(16,593)	-6.5%	-11.37%	(30,431)	(0)
June	March	238,570	257,204	18,634	7.8%	492,482	494,523	267,750	(10,546)	2,041	0.4%	-3.9%	(40,977)	(0)
July	April	259,120	232,350	(26,770)	-10.3%	751,602	726,873	267,750	(35,400)	(24,729)	-3.3%	-13.2%	(76,377)	(0)
August	May	267,322	318,358	51,036	19.1%	1,018,924	1,045,231	267,750	50,608	26,307	2.6%	18.9%	(25,769)	(0)
September	June	241,439	271,479	30,040	12.4%	1,260,363	1,316,709	267,750	3,729	56,346	4.5%	1.4%	(22,041)	(0)
October	July	272,659	-	(272,659)	-100.0%	1,533,022	1,316,709	-	-	(216,313)	#DIV/0!		(22,041)	(0)
November	August	272,526	-	(272,526)	-100.0%	1,805,548	1,316,709	-	-	(488,839)	#DIV/0!		(22,041)	(0)
December	September	263,168	-	(263,168)	-100.0%	2,068,716	1,316,709	-	-	(752,007)	#DIV/0!		(22,041)	(0)
January	October	270,394	-	(270,394)	-100.0%	2,339,110	1,316,709	-	-	(1,022,401)	#DIV/0!		(22,041)	(0)
February	November	244,737	-	(244,737)	-100.0%	2,583,847	1,316,709	-	-	(1,267,138)	#DIV/0!		(22,041)	(0)
March	December	298,475	-	(298,475)	-100.0%	2,882,322	1,316,709	-	-	(1,565,613)	#DIV/0!		(22,041)	(0)
April	January	221,687	-	(221,687)	-100.0%	3,104,009	1,316,709	-	-	(1,787,300)	#DIV/0!		(22,041)	(0)
Total		3,104,009	1,316,709	(1,787,300)				3,213,000	(22,041)			-0.7%		

VILLAGE OF HINSDALE - FOOD & BEVERAGE TAX

510-5273

Receipt Month	Collection Month	2016	2017	Dollar Change	Percent Change	2016 YTD	2017 YTD	Per 2017 Approved Budget	Budget vs Actual	Dollar Change	Percent Change	Budget vs Actual %
May	April	29,397	31,165	1,768	6.0%	29,397	31,165	36,250	(5,085)	1,768	6.0%	-14.03%
June	May	32,206	46,370	14,164	44.0%	61,603	77,535	36,250	10,120	15,932	25.9%	27.92%
July	June	29,627	31,819	2,192	7.4%	91,230	109,354	36,250	(4,431)	18,124	19.9%	-12.22%
August	July	38,232	45,355	7,123	18.6%	129,462	154,709	36,250	9,105	25,247	19.5%	25.12%
September	August	38,078	-	(38,078)	-100.0%	167,540	154,709	0	0	(12,831)	#DIV/0!	
October	September	33,232	-	(33,232)	-100.0%	200,772	154,709	0	0	(46,063)	#DIV/0!	
November	October	40,768	-	(40,768)	-100.0%	241,540	154,709	0	0	(86,831)	#DIV/0!	
December	November	35,860	-	(35,860)	-100.0%	277,400	154,709	0	0	(122,691)	#DIV/0!	
January	December	28,619	-	(28,619)	-100.0%	306,019	154,709	0	0	(151,310)	#DIV/0!	
February	January	37,226	-	(37,226)	-100.0%	343,245	154,709	0	0	(188,536)	#DIV/0!	
March	February	27,579	-	(27,579)	-100.0%	370,824	154,709	0	0	(216,115)	#DIV/0!	
April	March	32,586	-	(32,586)	-100.0%	403,410	154,709	0	0	(248,701)	#DIV/0!	
Total		403,410	154,709	(248,701)	-61.6%			435,000	9,709			2.23%

\* Revenue collected in this month may include revenue from prior months

### EDC Funds Incurred and Proposed - FY 2016/2017

Date	Type of Advertising	Incurred or Proposed	Cost
Jan-16	The Hinsdalean		
Ongoing	Direct Advertisements		
Sept-Nov	West Suburban		
June-July	West Suburban		
Sept	West Suburban		
Jan	West Suburban		
June-April	Hinsdalean Ads (2 ads/month, 7 months)	Proposed	\$ 2,916
December	Hinsdale for the Holidays Costs (two weeks of cookie tent, horse and carriage, etc)	Proposed	\$ 11,000
Nov-Dec	Hinsdale for the Holiday Print Ads, 2 weeks	Proposed	\$ 486
June-April	8 Months digital ads (Facebook, StyleChicago, ChicagoMag.com)	Proposed	\$ 12,000
December	Holiday Lights and Decorations	Proposed	\$ 31,000
TBD	(6) Light Pole Banners @ \$55ea & (2) Posters @ \$90ea	Proposed	\$ 510

Incurred: \$ 31,035

Proposed: \$ 57,912

Total: \$ 88,947



# Eat Well In Hinsdale.

When you have an appetite for an exceptional meal, make sure the Village of Hinsdale is on your menu. There's no need to spend an hour on the Ike to find exactly what you like, when all these delicious options are right here in the western suburbs.



CASA MARGARITA  
25 E. Hinsdale Ave.

CINE MODERN TAQUERIA  
29 E. First St.

IL POGGIOLO  
8 E. First St.

NABUKI  
18 E. First St.

VISTRO  
112 S. Washington St.



VILLAGE OF  
*Hinsdale*

Est. 1873

HINSDALEDINING.COM

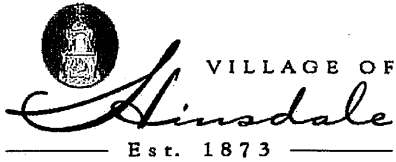


## Hinsdale Chamber of Commerce 2016 Schedule of Events

- June 11 - 12** **HINSDALE FINE ARTS FESTIVAL**, Saturday and Sunday, in Burlington Park, 10:00 a.m. – 5:00 p.m. both days. Over 135 juried artists take to the park for this wonderful, eclectic art show. Music, children’s activities, giveaways and more.
- June 9 - August 11** **UNIQUELY THURSDAYS**, Thursday evenings, 6:00 – 9:00 p.m., in Burlington Park, located between Garfield and Washington Streets on Chicago Avenue. Live music by some of the Midwest’s top bands. Food vendors, sponsor giveaways, family fun each Thursday night in Hinsdale.
- June 6 - October 10** **FARMER’S MARKET**, Mondays only, in Burlington Park, located between, Garfield and Washington Streets on Chicago Avenue. From 7:00 a.m. to 1:00 p.m. Over 25 vendors displaying the area’s finest home grown, home spun products.
- July 8 & 9** **SIDEWALK SALE**, Friday and Saturday, on sidewalks in front of participating businesses, from 9:00 a.m. to 5:00 p.m, both days.
- September 17** **MERCHANTS GARAGE SALE** – in the Public Works Garage- Saturday from 9:00 a.m. to 4:00 p.m. for the general public. No junk, no joke! Come early to get up to 75% off!
- October 22** **HINSDALE FALL FESTIVAL** – Saturday in Burlington Park, 11:00 a.m. – 2:00 p.m. In conjunction with the Village of Hinsdale – Halloween fun in downtown Hinsdale.
- December 2** **CHRISTMAS WALK** – Friday, from 4:00 p.m. to 8:00 p.m. in all business districts – downtown, Grant and Gateway Squares. Merchant’s stores open to celebrate the holiday season with customers and visitors to Hinsdale. Live music, trackless train, ice carvers, costume characters, giveaways and more!

*\*events and/or scheduled dates subject to change upon approval of the Chamber Board of Directors.*





MEMORANDUM

**DATE:** September 8, 2016

**TO:** Kathleen Gargano, Village Manager

**FROM:** Heather Bereckis, Interim Parks and Recreation Manager  
 Anna Devries, Economic Development Coordinator  
 Hilary Poshek, KLM Lodge Manager  
 Emily Wagner, Administration Manager

**RE:** KLM Marketing Plan

**Summary**

The Katherine Legge Memorial Lodge (KLM) is a stunning, historic venue, located on 52 acres of beautiful park land. It is a picturesque location for a variety of special occasions and corporate functions.

It is the Village's goal to build on Katherine Legge Memorial Lodge's unique characteristics to generate further awareness, interest and traffic. As a result, the Village hopes to increase the Lodge's number of rentals per year, which will in turn boost the Lodge's annual revenue.

Below please find a marketing plan describing the Lodge's target market, unique selling proposition, competitor pricing and ways in which staff may market the Lodge to potential clients.

Also attached for your reference is the last two years of data pertaining to the types of events booked at KLM. Excluding Village Parks & Recreation programming, wedding receptions were the most popular activity at KLM.

**Katherine Legge Memorial Lodge Clients – Target Market**

<b>Clients</b>	<b>Type of Events</b>
Wedding Clients	Weddings Ceremonies and/or Receptions, Bridal Showers, Engagement Parties, Rehearsal Dinners
Family/Friend Social Gathering Clients	Baby Showers, Reunions, Graduation Parties, Birthday Parties, Anniversary Parties, Communion Parties, Memorial Services, Funeral Luncheons, Retirement Parties, etc.
Corporate Clients & Non-Profit Agencies	Meetings, Retreats, Trainings, Social Gatherings, Company Picnics, Holiday Parties, Camps, School Groups, Fundraisers, etc.

## Unique Selling Proposition

Feature	Description
Flexibility	The Lodge's policies allow clients to host events with various budgets and visions.
Historic/Rustic Feel	The Lodge's historic and rustic feel lends itself perfectly to current wedding trends.
Outdoor Ceremony Site	The Lodge's arbor (outdoor ceremony site) is beautiful and picturesque with its lush green backdrop.
Beautiful Grounds/ Tenting Opportunities	The extensive wooded, green space surrounding the Lodge is a draw to many clients. With expansive outdoor space, the Lodge offers clients the ability to set up tents for outdoor events.
Picture Opportunities	The Lodge itself, the grounds and the Zook home provide clients with a rustic, natural and historic backdrop for endless picture opportunities.
Location	The Lodge is in a central location between Chicago's two airports and is close in proximity to many lodging facilities.
Dining Room with Open Floor Plan	Somewhat unique to the Lodge, the Lodge is able to offer clients space that fits up to 100 guests comfortably in the dining room. Additional seating can be arranged for up to 200 guests.

## Competitor Pricing Chart

Similar Event Venues	Saturday Rental Rates *
<b>Katherine Legge Memorial Lodge</b>	<b>\$2,500</b>
Cheney Mansion (Oak Park)	\$3,500
Danada House (Wheaton)	\$3,800
Grove Redfield Estate (Glenview)	\$3,500
Wilder Mansion (Elmhurst)	\$3,200

*\*The above listed venues all offer various rates for different days and times per week. For comparison purposes Saturday rentals are only listed in this chart.*

### Notes:

- The Lodge pricing structure was last updated in December of 2014. Similar venues provide better amenities for clients including but not limited to more expansive gardens and covered pavilions for outdoor seating. Therefore, it was logical that the Lodge be priced on the lower end to remain a competitive option for clients.
- The Lodge staff will be discussing potential price increases and price structure alterations with the Recreation Department's Interim Manager in the Fall of 2016. Staff may conduct a more thorough rental rate survey prior to making a recommendation as part of the FY 2017-2018 Budget process.

## Promotional Plan

Below please find current and upcoming marketing efforts being conducted by the KLM staff and Economic Development staff.

**Please Note:** This list is not final or all inclusive. Staff is open to additional suggestions and ideas and will continue to evaluate all marketing measures to gauge the success of each program.

Form of Marketing	Current Marketing Program	Proposed Marketing Program	Financial Impact
<b>Social Media:</b>	<ul style="list-style-type: none"> <li>• <b>Existing Account:</b> Facebook</li> <li>• <b>Newly Implemented Accounts:</b> Instagram, Twitter, Pinterest</li> </ul>	<ul style="list-style-type: none"> <li>• Increase number of posts for each site.</li> <li>• Begin paying to boost various Facebook posts for further exposure.</li> </ul>	<ul style="list-style-type: none"> <li>• All social media accounts have no initial cost.</li> <li>• Boosting posts for the year with Facebook would potentially cost \$104 (boosting 1 post each week of fiscal year).</li> </ul>
<b>Website Accounts:</b>	<ul style="list-style-type: none"> <li>• <b>Existing Accounts:</b> The Knot, Midwest Meetings, Wedding Guide Chicago, Yelp</li> <li>• <b>Newly Implemented Accounts:</b> Wedding Wire, Reception Halls, Bridal Tweet, Eventective, Google Business</li> </ul>	<ul style="list-style-type: none"> <li>• Staff recommends upgrading the Lodge's The Knot or Wedding Wire account to include additional exposure.</li> </ul>	<ul style="list-style-type: none"> <li>• The current sites: The Knot, Yelp, Google Business, Eventective, Bridal Tweet and Reception Halls accounts have no cost.</li> <li>• Having an upgraded account with either The Knot or Wedding Wire would cost roughly \$4,000 annually for each vendor (Staff would only choose either Wedding Wire or The Knot).</li> </ul>
<b>Village of Hinsdale Website - KLM Home Page:</b>	<ul style="list-style-type: none"> <li>• The KLM home page has been updated and links to The Knot and Wedding Wire were added in August 2016.</li> </ul>		<ul style="list-style-type: none"> <li>• There was no additional cost for this update.</li> </ul>
<b>Print Advertisements:</b>	<ul style="list-style-type: none"> <li>• Wedding Guide Chicago Magazine, The Hinsdalean, Midwest Meetings, Suburban Family, Chamber Advertisements</li> </ul>	<ul style="list-style-type: none"> <li>• Staff does not recommended adding additional print advertisements at this time.</li> </ul>	<ul style="list-style-type: none"> <li>• \$6,117 for current print advertisements.</li> </ul>
<b>Marketing Tools:</b>	<ul style="list-style-type: none"> <li>• Staff has official KLM booklets, folders and mailers available to pass out/mail to potential clients.</li> </ul>	<ul style="list-style-type: none"> <li>• Staff is obtaining content (pictures/reviews from recent clients) and working with the Economic Development staff to upgrade the material in fall of 2016.</li> </ul>	<ul style="list-style-type: none"> <li>• Direct Advantage Marketing has agreed to upgrade the Lodge's marketing material within their current monthly retainer fee.</li> <li>• Once new material is developed, staff will obtain quotes from three printers to determine the best price.</li> </ul>
<b>Internal Marketing:</b>	<ul style="list-style-type: none"> <li>• Posting marketing material in Village Lobby &amp; Recreation Registration Area.</li> <li>• Full-page advertisement in seasonal recreation brochure.</li> <li>• Hosting recreation department weekly programs like yoga, taekwondo &amp; ballroom dancing.</li> <li>• Placing advertisements for the Lodge in the eHinsdale email</li> </ul>	<ul style="list-style-type: none"> <li>• Staff plans to place marketing material at additional properties (e.g. Library, Train Station)</li> <li>• Staff plans to provide promotional material for Fall Family Fest &amp; other larger scale internal events.</li> </ul>	<ul style="list-style-type: none"> <li>• An explanation of costs associated with printing marketing materials can be seen in the Marketing Tools column above.</li> <li>• There is no additional cost associated with advertising in the seasonal recreation brochure, eHinsdale or</li> </ul>

	newsletter.		through hosting internal programs.
<b>Internal Marketing at KLM Lodge:</b>	<ul style="list-style-type: none"> <li>Breakfast with Santa: December 3</li> </ul>	<ul style="list-style-type: none"> <li>Staff plans to host seasonal Open Houses 4 times per year.</li> <li>Staff plans to raffle off 1 large event discount to potential clients at each Open House event.</li> <li>Open Houses will be open to all potential clients but staff will focus social media blasts prior to each event on specific target markets. (i.e. Fall will target wedding clients, Winter will target corporate clients, Spring will target family gathering clients, etc.)</li> <li>Staff plans to host the first Open House in October to highlight the Fall season.</li> </ul>	<ul style="list-style-type: none"> <li>Hosting 4 Open Houses will cost roughly \$525.</li> </ul>
<b>Television:</b>		<ul style="list-style-type: none"> <li>Staff plans to create slides to be placed on the local Channel 6 in Fall of 2016.</li> </ul>	<ul style="list-style-type: none"> <li>No additional cost.</li> </ul>
<b>Chamber of Commerce:</b>	<ul style="list-style-type: none"> <li>The Lodge is an official member on the published Chamber directories for Hinsdale and Willowbrook/Burr Ridge.</li> </ul>	<ul style="list-style-type: none"> <li>Staff plans to meet with the Hinsdale Chamber soon to secure dates to host after hours Chamber events at the lodge.</li> <li>At each event staff hopes to raffle off one free weekday corporate use of the Lodge.</li> </ul>	<ul style="list-style-type: none"> <li>Staff estimates it will cost roughly \$825 to host 3 after hours Chamber events at the Lodge.</li> </ul>
<b>Corporate Agencies:</b>	<ul style="list-style-type: none"> <li>Staff is reaching out by mailers, emails, following up with repeat businesses, etc.</li> <li>Staff placed advertisement in the fall Midwest Meetings magazine &amp; on their website.</li> </ul>	<ul style="list-style-type: none"> <li>Staff plans to have further involvement in Chamber meetings/activities to reach out to potential corporate clients.</li> </ul>	<ul style="list-style-type: none"> <li>The Midwest Meetings advertisement costs \$900. This cost is also reflected in the amount listed above for print advertisements.</li> </ul>
<b>Local Organizations:</b>	<ul style="list-style-type: none"> <li>The Lodge currently hosts various events for local schools and organizations. Staff offers discounted rates to such organizations. A 15% nonprofit organization discount is applied for all 501(c)(3) status organizations.</li> <li>Staff to follow up with such organizations aiming to secure repeat business.</li> </ul>	<ul style="list-style-type: none"> <li>Staff plans to host a Rotary meeting this Fall.</li> <li>Staff will give a presentation on the Lodge.</li> <li>Staff plans to reach out to other local organizations (Junior Woman's Club, Garden Club, etc.) to provide space for an upcoming meeting to provide presentations and marketing material.</li> </ul>	<ul style="list-style-type: none"> <li>Staff estimates it will cost approximately \$250 to host such meetings at the Lodge.</li> </ul>
<b>Memorial Services:</b>	<ul style="list-style-type: none"> <li>Staff has reached out to local funeral homes, updating them on our ability to host memorial services.</li> </ul>	<ul style="list-style-type: none"> <li>Staff will provide updated marketing material to funeral homes and religious institutions to pass out to memorial service clients.</li> </ul>	<ul style="list-style-type: none"> <li>An explanation of costs associated with printing marketing materials can be seen in the marketing tools row above.</li> </ul>
<b>Preferred Vendor</b>	<ul style="list-style-type: none"> <li><b>Caterers:</b> The Lodge has 7</li> </ul>	<ul style="list-style-type: none"> <li>Staff currently has a list of</li> </ul>	<ul style="list-style-type: none"> <li>There is no cost</li> </ul>

<b>Relationships:</b>	<p>preferred caterers. The ideal number would be 8. The Lodge and preferred caterers cross promote business.</p> <ul style="list-style-type: none"> <li>• <b>Tent Company:</b> Staff has an exclusive tent vendor from whom we receive 10% on tent rentals sales.</li> </ul>	<p>vendors that are highly reputable (e.g. wait staff services, florists, bakeries, dj's, hotels, etc.)</p> <ul style="list-style-type: none"> <li>• Staff plans to add pages to the updated client booklets that will highlight these vendors.</li> <li>• Staff will sell space on these inserts to those vendors that are interested in being officially listed in the booklet.</li> </ul>	<p>associated with the relationships we have with our preferred vendors.</p>
<b>Promoting Off-Season Event Discounts:</b>	<ul style="list-style-type: none"> <li>• During the off season, typically winter months or when last minute dates are still available, staff will offer discounts to entice clients to book rentals.</li> </ul>	<ul style="list-style-type: none"> <li>• Staff plans to focus on promoting deals and discounts further through social media.</li> </ul>	<ul style="list-style-type: none"> <li>• Additional costs may be those associated with boosting weekly posts on Facebook which is described in the social media row above.</li> </ul>
<b>Client Satisfaction:</b>	<ul style="list-style-type: none"> <li>• <b>Staff:</b> The Lodge plans to maintain an extremely courteous, attentive and knowledgeable staff.</li> <li>• <b>Event Surveys:</b> Event surveys are mailed and emailed to all clients following their events.</li> <li>• <b>Event Support:</b> Staff provides attention and support for clients throughout the booking, planning, day of, and after event process.</li> </ul>		<ul style="list-style-type: none"> <li>• There is no additional cost associated with maintaining our current client satisfaction plans.</li> </ul>
<b>Bridal Expo:</b>		<ul style="list-style-type: none"> <li>• Staff recommends becoming an exhibitor with Luxury Bridal Expo: Chicago.</li> </ul>	<ul style="list-style-type: none"> <li>• Purchasing booth space at Bridal Expos costs anywhere from \$900 - \$1,200 depending on the event.</li> </ul>

### Marketing Budget – FY 2016/2017

The KLM Marketing Budget for Fiscal Year 2016/2017 is \$10,000. (Account Number: 3724-7419; KLM – Printing, Publications, Advertising).

Item	Expense	Fiscal Year 16/17 Payment Status
Wedding Guide Chicago: (includes unlimited magazines to pass out to wedding clients/ businesses and enhanced website listing with weekly event leads)	\$3,757	\$3,757 paid
Suburban Family Magazine (1/2 page ads, 2 x's per year, 1 inside cover & 1 regular page)	\$1,460	\$850 paid
Hinsdalean (1/4 page monthly ads & annual Chamber directory ad)	\$1,105	Proposed
Willowbrook/Burr Ridge Chamber	\$195	Proposed

Membership		
Midwest Meetings (fall issue 1/4 page ad and website listing)	\$900	\$900 paid
Marquardt Printing of KLM Booklets & Folder	\$500	\$140 paid
Virtual Tour Online Hosting Fee	\$20	\$20 paid
3 Evening Open Houses (The fourth will be during the next fiscal year)	\$525	Proposed
Hosting 3 Chamber Events	\$825	Proposed
Raffling off 3 Free Corporate Meeting Events Per Year	\$675	Proposed
Hosting 2 Weekday Rotary Meetings	\$250	Proposed
Raffling off 3 Free Corporate Weekday Events at Chamber Meetings	\$375	Proposed
Facebook Post Boosting	\$104	Proposed
<b>Total</b>	<b>\$10,691</b>	

To date, the Village has incurred \$5,667 in marketing expenses. In order to stay within the allotted budget in FY 2016/2017, some of the proposed marketing activities will not be implemented in this fiscal year, but can be considered as part of the budget process in FY 2017/2018.

**KLM Activity Data 2014-2016**

Activity Type	Quantity
Parks & Recreation Programming*	462
Wedding Reception	131
Business Meeting	45
Birthday Party	21
Holiday Party	15
Memorial Service	11
Banquet	9
School District	9
Village Meeting	9
Wedding Rehearsal	7
Baby Shower	4
Wedding Shower	4
School Event	3
Social Event	3
Village Special Event	3
Fundraiser	2
Graduation Party	2
Reunion	2
Anniversary	1
Bar Mitzvah	1
Religious Event/Service	1
Wedding Ceremony Only	1
Rehearsal Dinner	1

\* Includes classes such as taekwondo, fencing, ballroom dance and yoga